

Resilient
people.
Supercharged
impact.



TRUSTED BY LEADING ORGANIZATIONS, SCHOOLS, AND COMMUNITIES.

THEWELLBEINGLAB

FROM THE MICHELLEMCQUAID GROUP

WHY INVEST IN WELLBEING?

In its simplest form wellbeing is our ability to feel good and function effectively. For example, studies have found that when people have higher levels of wellbeing they are:



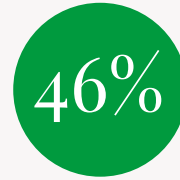
more likely to feel engaged



more likely to be more productive



more likely to be satisfied in their jobs



less likely to experience unhealthy days



less likely to burn out

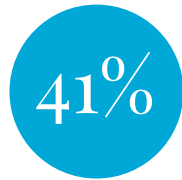


less likely to quit

In addition, workplaces that invest in employee wellbeing experience, on average:



fewer safety incidents



lower absenteeism



lower turnover



more likely to be seen as creative and innovative



higher customer ratings



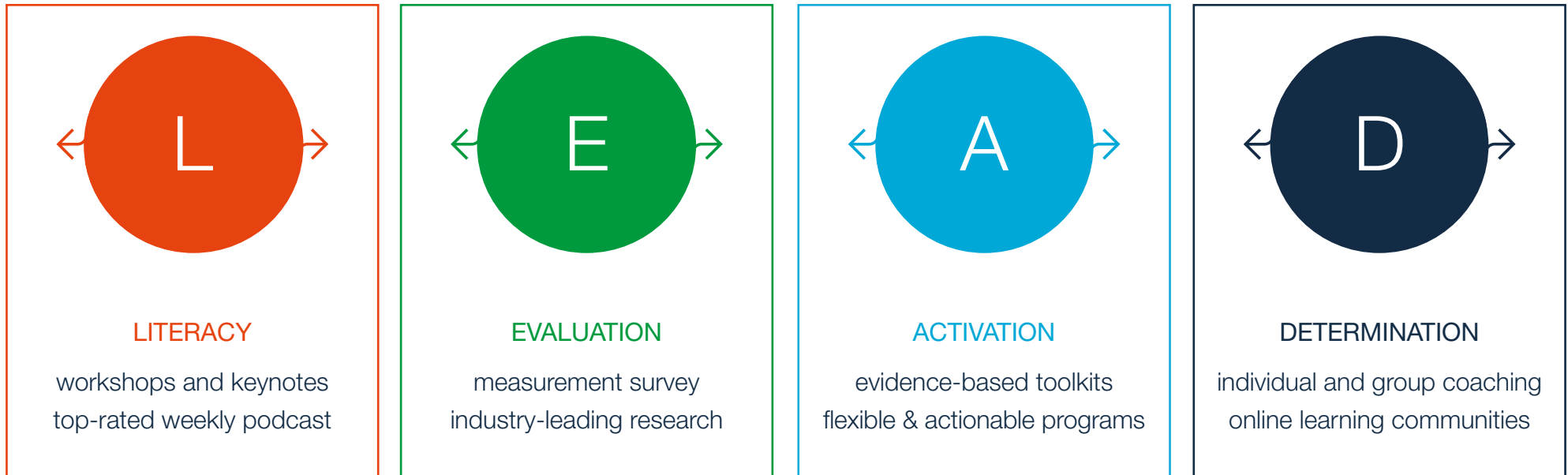
higher over average shareholder return

Source: The Wellbeing Lab 2018 Australian Workplace Report

So how can we help you care for wellbeing in your workplace?

CHANGING CONVERSATIONS. CHANGING BEHAVIORS.

We translate the latest science into practical tools, behavior-change programs, and actionable workshops that help workplaces, schools, and communities to thrive, even in challenging times. Our work is tried, tested, and trusted globally to achieve wellbeing:



As a benefit-driven organization, we invest our profits back into cutting-edge research, offer scholarships, and dedicate our time and expertise to create free learning tools. It's our mission to make the science and practices of thriving effective, affordable, and accessible for everyone.

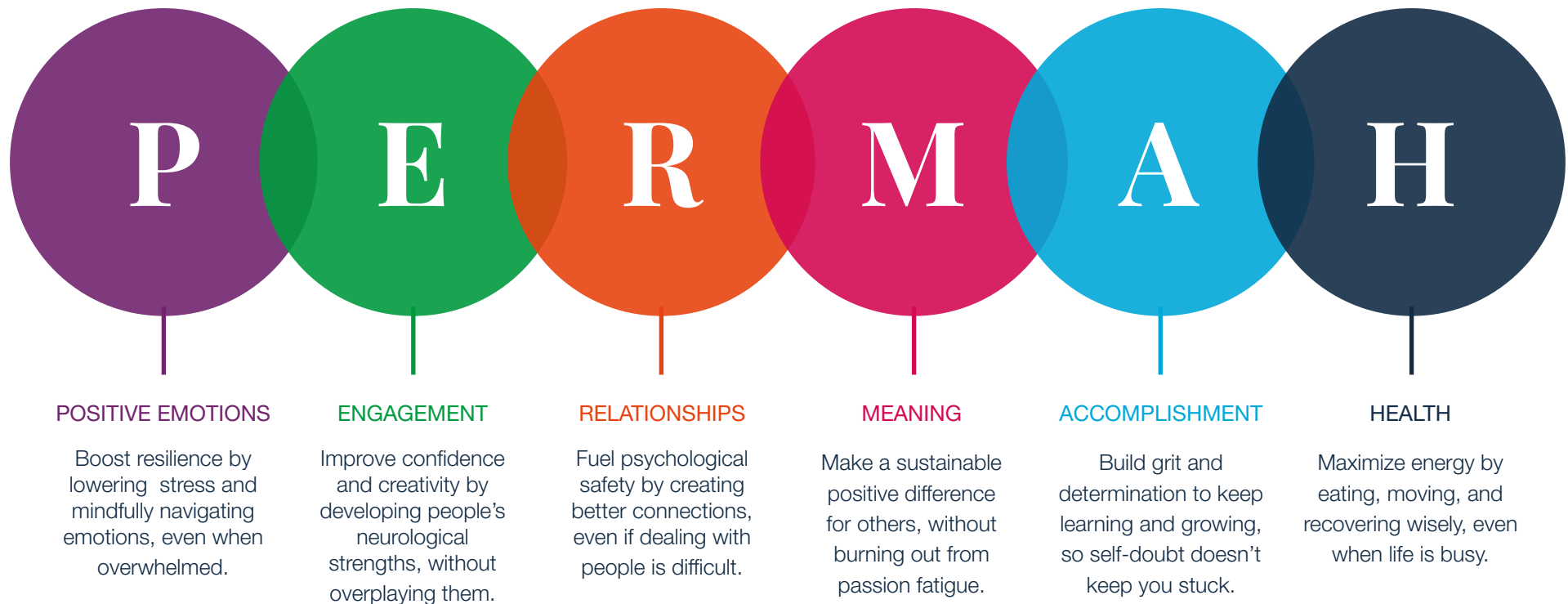
WHAT WE HAVE ACCOMPLISHED SO FAR:



BUILDING WELLBEING LITERACY

Having a shared language to help people talk about wellbeing sparks conversations across your organization that positively impact thoughts, feelings, and actions. Studies suggest this is how wellbeing literacy is built.

We help organizations to find the words that make it easy to understand that caring for our wellbeing comprises moments of thriving and struggle, ensuring that your wellbeing efforts do no harm. We do this by using evidence-based frameworks like Professor Martin Seligman's PERMAH Framework, which suggests six factors that enable us to feel good and function effectively:



Upon request, we are also happy to work with other wellbeing frameworks that you might already have in use.

EVALUATING WELLBEING

We once asked Professor Seligman what would be the best way to improve wellbeing. He said, “Measure it. Then people will take action into their own hands.” So, we’ve done the hard work of translating the latest science into reliable insights, practical tools, and personal easy-to-apply plans to make caring for wellbeing more meaningful and effective in your organization, school, or community by providing:



A RELIABLE, CONFIDENTIAL, EASY TO TAILOR AND SHARE ASSESSMENT.

We collaborate closely with many of the world’s leading wellbeing researchers to shape and continuously test The PERMAH Wellbeing Survey to create a reliable,* confidential (we take privacy very seriously and all data is de-identified), and easy-to-use online assessment that takes less than five minutes to complete. You can add your own additional research questions, give your survey a unique URL address, then quickly share your survey with as many people as you want and as often as you wish.



EVERYONE IMMEDIATELY RECEIVES THEIR OWN ACTIONABLE WELLBEING INSIGHTS.

Each person who completes the survey immediately receives their own results in an easy-to-read report packed with their personal and actionable insights ([click here](#) to see an individual report). If people wish, they can also create a personal wellbeing plan by choosing from more than 200 tiny, daily wellbeing behaviors and track their progress ([click here](#) to see an individual wellbeing plan). The survey is a simple, effective, and affordable way to place an evidence-based wellbeing toolbox at people’s fingertips.



DONE-FOR-YOU REPORTS TO SHAPE YOUR WELLBEING STRATEGY.

The moment everyone’s results are in, you receive a done-for-you report assessing wellbeing at the “me,” “we,” and “us” levels to intelligently prioritize your wellbeing investments and actions ([click here](#) to see report). You also receive a .csv file so you can perform additional analysis and keep all of your de-identified data. In addition, our global wellbeing experts are on hand if you have questions or want an independent perspective around data insights and how they can be incorporated into your wellbeing strategy.

*The latest results from July 2021 show that The PERMAH Wellbeing Survey scale reliability and internal consistency of individual factors are good (alpha >0.8 for all six factors, with N=3,051 respondents across different surveys). The survey, as a whole, shows great consistency with an alpha of 0.97. [Click here for more on the reliability of the survey.](#)

Try it for yourself. Just visit permahsurvey.com and select “take the free survey.”

ACTIVATING WELLBEING BEHAVIORS

There is no one magic wellbeing strategy that will help every person in your organization, school or community to be well. Instead, people need the freedom to playfully experiment and activate the wellbeing behaviors that align with their interests, values, resources, and desired outcomes. This is why we help you to co-create a shared evidence-based toolbox that meets the unique needs of your organization. Some of our most popular programs to activate wellbeing behaviors include:

Wellbeing Audit

Know where you currently stand when it comes to caring for wellbeing in your organization, school, or community, and where to invest your future efforts. Our team of wellbeing researchers can provide your workplace with a recommendation report that:

- Analyzes existing organizational data to determine the state of wellbeing in your workplace.
- Gathers qualitative wellbeing data from focus groups with leaders, staff, and other key stakeholders.
- Quickly, affordably, and confidentially collects quantitative data using The PERMAH Wellbeing Survey.

Wellbeing Strategy

Co-create your workplace wellbeing strategy with leaders, staff, and other key stakeholders. Using an appreciative-inquiry approach to ensure every voice has a chance to be heard and contribute, our team can help you:

- Build a common language and introduce a shared evidence-toolbox for caring for wellbeing.
- Create a shared vision of success when it comes to caring for wellbeing across your workplace.
- Prioritize and design the wellbeing actions that your people care enough to own.
- Connect and empower wellbeing champions across your workplace.

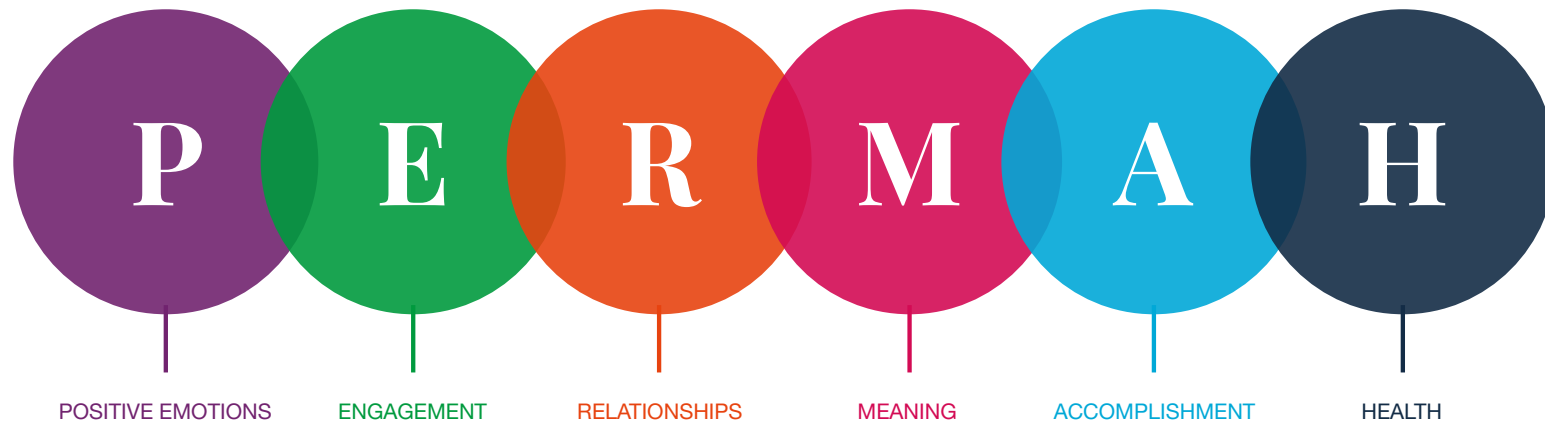
Rethinking Wellbeing Workshop

Expand your organization's understanding of how to care for wellbeing. This keynote presentation or half-day workshop is an affordable and effective way to get people across your workplace playfully experimenting with the latest wellbeing science. Participants will discover:

- Why thriving and struggle go hand in hand when it comes to caring for our wellbeing.
- The six PERMAH factors that shape our wellbeing and the tiny wellbeing actions they can take each day to better care for themselves and others.
- The three simple questions that make caring for our wellbeing each day easier.

The AMPlifying Wellbeing & Resilience Workshops

Build a shared evidence-based wellbeing toolbox that meets the needs of your workplace, school, or community. Energizing and engaging, these 30 to 90-minute experiential workshops put the latest wellbeing science at people's fingertips with tiny, high-impact actions and tools they can immediately apply. You can build a Wellbeing Series with a topic for each PERMAH wellbeing factor or simply select the topics that are most relevant for your people right now. Some of our most popular topics include:



- How To Stress Less
- The Power Of Positive Emotion
- Building Emotional Wisdom
- Developing Your Strengths
- Spotting Strengths In Others
- Connecting With Anyone
- Building Psychological Safety
- Creating A Culture Of Care
- Finding Purpose
- Avoiding Passion Fatigue & Burnout
- Honoring Boundaries
- Reaching For Resilience
- Boosting Grit & Growth Mindsets
- Improving Accountability
- Embracing Struggle
- Eating, Moving & Sleeping Wisely
- The Need For Rest & Recovery
- Navigating Change

All materials – including slides and digital playbooks – are yours to use internally as you wish, and follow-up resources including podcasts and cheat sheets from the world's leading wellbeing researchers are provided. In addition, you can add posters, written nudges, and challenges for your organization, school, or community if you wish.

FUELING DETERMINATION

Caring for wellbeing is never “one and done.” People need ongoing social support to sustain and adapt their wellbeing behaviors and to continue building their wellbeing intelligence. For this reason, we also provide:

Wellbeing Check-Ins

As people experiment with better ways to care for their wellbeing, studies suggest having psychologically safe spaces to reflect on what they’re learning, to maintain their motivation, and inspire new practices helps to sustain the changes they are creating. Wellbeing check-ins offer a quick, easy, and safe way for groups to share:

- **What’s working well?** – Identifying these strengths is how we can continue improving our wellbeing ability levels and sustain our motivation.
- **Where are you struggling?** – Even during our best moments, it’s always worth thinking about what else we could try to improve or sustain our effort – this is how we build mastery and boost our confidence.
- **What are you learning about caring for your wellbeing?** – While outcomes are great, it is the learning we take from our wellbeing experiments that matters.
- **What do you most want to try next?** – How can the learning be applied to shape the next tiny wellbeing behaviors you will try?

The Certificate In Creating Wellbeing

Designed for leaders and wellbeing champions who want to dive deeper into the latest wellbeing science. This 14-week online course blends classroom learning and coaching to teach them to care for wellbeing at the:

- **Me Level** – by diving into the surprising truths researchers have learned about caring for wellbeing; teaching people how to debrief The PERMAH Wellbeing Survey for individuals; exploring a toolbox of tiny PERMAH wellbeing practices; and putting the science of tiny habits to the test.
- **We Level** – by learning how spark wellbeing conversations using team-focused PERMAH tools; creating generative questions; and designing appreciative inquiry approaches.
- **Us Level** – by discovering how to LEAD wellbeing strategies; analyze wellbeing data and share insights using The PERMAH Wellbeing Survey; and design an impact project to make apply their learning in the real world.

Individual + Group Coaching

We coach our clients to fuse the latest research from neuroscience, positive psychology, appreciative inquiry, and systems change into practical actions that help people to thrive more consistently. Coaching options include:

- **1:1 Coaching** – Tailored to the unique needs of each person, these strengths-focused sessions help people to build on what’s working well and more confidently navigate the struggle in their lives.
- **Small Group/Team Coaching** – These simple but powerful group conversations are designed to create the psychological safety needed for accountability and learning as your group or team grow together.
- **Coach-the-Coach Training Programs** – Teach your leaders how to hold safe coaching spaces for their teams that embed wellbeing practices into busy workplaces. The most affordable and effective way to embed behavior changes, in-house coaching also helps to improve psychological safety across your culture.

EVIDENCE-BASED. PRACTICAL AND PLAYFUL.

Founded in 2010 by Dr. Michelle McQuaid, our team includes:



DR. MICHELLE MCQUAID (CANADA)

Committed to creating evidence-based tools and programs to help people thrive, Michelle combines her 20+ years of international business leadership experience with her Master's in Applied Positive Psychology and Ph.D. in Creating Positive Change to package the latest scientific insights in ways that are immediately actionable.



LOUIS ALLORO (NORTH AMERICA)

Devoted to helping workplaces, schools, and communities to dig deeper and reach higher, Louis fuses his years as a school teacher, business leader, and entrepreneur with his Master's of Applied Positive Psychology and his Ph.D. studies in Systems Change to change conversations and behaviors at scale.



DANIELLE JACOBS (AUSTRALIA)

Passionate about helping workplaces, schools, and communities to maximize their thriving even in the midst of struggle – and, importantly, to maximize the return on their wellbeing efforts and investments – Danielle is a registered psychologist who uses her decades of training and experience to design evidence-based innovative, impactful, and achievable wellbeing strategies and interventions, and create safe and engaging learning spaces.



REBECCA MELVILLE (AUSTRALIA)

Dedicated to creating measurable wellbeing improvements at the individual, team, and organizational level, Beck draws on her decades of corporate business experience and her Master's in Applied Positive Psychology to unlock people's potential by developing their strengths, building stronger relationships, and improving their resilience so they can consistently accomplish their goals and make a positive contribution to the world.

We are supported by a diverse team of researchers, strategists, facilitators, coaches and partners who bring a wealth of practical knowledge to deliver playful, scientific, and actionable tools, strategies, programs, and workshops that make a measurable difference for our clients.

BIG TRANSFORMATIONS. SMALL DAILY CHANGES.

We do the hard work for you by translating the latest science into practical, easy-to-use tools and everyday actions that can be integrated into existing ways of working and living. It's why we've had the privilege and pleasure to work with:



Our team have worked alongside many of the world's leading wellbeing, change, and leadership researchers, including Professors Martin Seligman, Carol Dweck, Kim Cameron, Barbara Fredrickson, Robert Biswas-Diener, Amy Edmondson and David Cooperrider among others. And our work has been featured in media outlets from around the world, including:



To learn more about our services, products, and team visit www.thewellbeinglab.com or drop an email to danielle@thewellbeinglab.com to chat about how you can care for the wellbeing of people in your organization, school, or community.